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PR Newswire

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HEADLINE: For Your Information

KEYWORD: SMOKING POLICY SEMINAR MEMO

BODY:

SMOKING POLICY SEMINAR TO BE HELD

WHO: Los Angeles City Councilman Marvin Braude and a nationally known group of experts on smoking and smoking policy.

WHAT: Seminar offering advice to L.A. business leaders on how to create a smoke-free workplace in accordance with the tough new city law -- held on the day of the Great American Smokeout.

WHEN: Thursday, Nov. 15, from 9 a.m. to 11 a.m.

WHERE: Bonaventure Hotel in downtown Los Angeles.

BACKGROUND: Braude and the group of experts will speak at the free seminar. Featured speakers include: William Weis, chairman of Seattle University's accounting department and an expert on the cost of smoking to employers; attorney Timothy Lowenberg, nationally recognized authority on smoking and the law; business consultant Robert Rosner, frequent media speaker on smoking in the workplace and veteran smoking policy implementation specialist; Lynn Perdue, general manager of SmokEnders, the nation's largest smoking cessation firm; and Braude, author of the new L.A. law.

The seminar will show L.A. business executives how to formulate and implement reasonable and equitable smoking policies. Speakers will also be available to the media on smoking-related issues, including legal, economic and social impacts of smoking in the workplace.

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